

**Notice of Allowability**

Application No.

09/729,540

Examiner

Romain Jeanty

Applicant(s)

VINCENT, PERRY G.

Art Unit

3623

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--**

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to 10/29/05.
2. ☒ The allowed claim(s) is/are 1, 4-16, and 19-21.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some\* c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

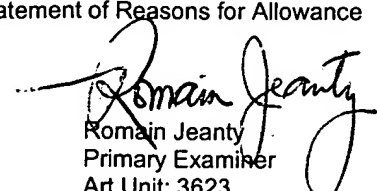
Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
- (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
- 1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_\_.
- (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO/SB/08),  
Paper No./Mail Date \_\_\_\_\_
4. ☐ Examiner's Comment Regarding Requirement for Deposit  
of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☒ Interview Summary (PTO-413),  
Paper No./Mail Date \_\_\_\_\_
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other \_\_\_\_\_

  
Romain Jeanty  
Primary Examiner  
Art Unit: 3623

Art Unit: 3623

### EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with James M. Stover on January 9, 2007.

#### In the claims

This listing of claims represents all the claims in the application:

1. (currently amended) A method of representing a customer's product purchasing profile to a customer service representative in an automated customer relationship management environment, said method comprising the steps of:

identifying a set of products for a sales campaign;

identifying one or more relationships between products within said set of products, said step of identifying one or more relationships between said products includes distinguishing from within said product set, products owned by said customer;

representing each product from within said set by a distinct image in a graphical display; ~~and~~

~~visually distinguishing between said distinct product images in said graphical display based upon said identified product relationships.~~

identifying one or more demographic factors associated with said customer;

determining a propensity of said customer to purchase each of one or more unowned products in said product set from said one or more demographic factors; and

using said determined purchase propensity to visually distinguish between said product images in said graphical display.

2. (canceled)

3. (canceled)

4. (currently amended) The method of claim 1 ~~claim 3~~, further comprising the step of distinguishing between different levels of purchase propensity by different visual criteria.

5. (original) The method of claim 1, wherein said graphical display is an icon in a toolbar associated with a customer personalization software application.

6. (original) The method of claim 5, wherein selecting said toolbar icon displays a graphical representation of said product purchasing profile on a customer service representative's workstation screen.

7. (original) The method of claim 1 wherein said product images are visually distinguished by color.

8. (original) The method of claim 1, further comprising the step of mapping each of said product images into a two-dimensional graphical display according to one or more inter-product relationships.

Art Unit: 3623

9. (original) The method of claim 8, wherein said product images are arranged in a first dimension according to cross-sell potential and in a second dimension according to up-sell potential.

10. (original) The method of claim 1, further comprising the steps of:  
selecting a product image from said graphical display; and  
launching a sales script for said customer service representative corresponding to said selected product image.

11. (original) A method of graphically representing product purchase profiles and sales guidance to a customer service representative in an automated customer relationship management environment, said method comprising the steps of:

identifying a customer, said customer being associated with one or more demographic attributes;

accessing purchasing data for said customer from a data store, said purchasing data including products owned by said customer and products related by one or more criteria to said owned products;

determining a propensity of said customer to purchase each of said related products based upon one or more of said demographic attributes;

representing each of said owned and related products by a visual image;

mapping said product images into a graphical display; and

visually distinguishing between said product images in said display based upon said purchase propensity.

12. (original) The method of claim 11, further comprising the steps of:

selecting a product image from said graphical display; and

Art Unit: 3623

launching a sales script for said customer service representative corresponding to said selected product image.

13. (original) The method of claim 11, wherein said step of visually distinguishing between said product images comprises identifying different product images by different colors.

14. (original) The method of claim 11, wherein said mapping step further comprises organizing each of said owned and related products in a two-dimensional graphical display according to inter-product relationships between the products.

15. (original) The method of claim 14, wherein said products are organized in a first dimension according to cross-sell potential and in a second dimension according to up-sell potential.

16. (currently amended) A computerized system for graphically representing a customer's product purchase profile and sales guidance to a customer service representative in an automated customer relationship management environment, said system comprising:

a workstation display screen;

a plurality of images on said display screen representing products owned by said customer and products related by one or more criteria to said owned products, said product images being mapped into a two-dimensional graphical display;

a personalization application comprising executable instructions for:

identifying a customer, said customer being associated with one or more demographic attributes;

Art Unit: 3623

accessing purchasing data for said customer from a data store, said purchasing data including products owned by said customer and products related by one or more criteria to said owned products;

determining a propensity of said customer to purchase each of said related products based upon one or more of said demographic attributes; and

mapping said product images into said two-dimensional graphical display according to one or more inter-product relationships;

an indicating device moveable between said product images on said display screen; and

one or more distinct visual criteria in which to depict said product images in order to distinguish between said products, said product images being depicted by said one or more distinct visual criteria according to a propensity of said customer to purchase each of said products.

17. (canceled)

18. (cancelled)

19. (currently amended) The system of claim 16 ~~claim 17~~, wherein said personalization application maps said product images in a first dimension according to an up-sell relationship and in a second dimension according to a cross-sell relationship.

20. (currently amended) The system of claim 16 ~~claim 17~~, wherein said personalization application generates one or more sales scripts for said customer service representative depending on a position of said indicating device on said product images.

Art Unit: 3623

21. (currently amended) The system of claim 16 ~~claim 18~~, further comprising a builder service including executable instructions for associating a distinct visual criteria with each of one or more purchase propensity levels.

### **Allowable Subject Matter**

2. Claims 1, 4-16, and 19-21 are allowed.
3. The following is an examiner's statement of reasons for allowance:

The closest prior art Melchione et al (US Patent No. 5,966,695). Melchione et al teaches the steps of identifying a set of products for a sales campaign, identifying one or more relationships between the products within said set of products, viewing customer information and managing customer contacts and relationships. However, Melchione et al fails to teach determining a propensity of said customer to purchase each of one or more unowned products in said product set from said one or more demographic factors, and using said determined purchase propensity to visually distinguish between said product images in said graphical display as recited in independent claim 1.

The closest prior art Melchione et al (US Patent No. 5,966,695). Melchione et al teaches the steps of identifying a set of products for a sales campaign, identifying one or more relationships between the products within said set of products, viewing customer information and managing customer contacts and relationships. However, Melchione et al fails to teach determining a propensity of said customer to purchase each of said related products based upon one or more of said demographic attributes, representing each of said owned and related products by a visual image, mapping said product images into a graphical display, and visually distinguishing between said product images in said display based upon said purchase propensity as recited in independent claim 11.

Art Unit: 3623

The closest prior art Melchione et al (US Patent No. 5,966,695). Melchione et al teaches the steps of identifying a set of products for a sales campaign, identifying one or more relationships between the products within said set of products, viewing customer information and managing customer contacts and relationships. However, Melchione et al fails to teach determining a propensity of said customer to purchase each of said related products based upon one or more of said demographic attributes, and mapping said product images into said two-dimensional graphical display according to one or more inter-product relationships as recited in independent claim 16.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

### **Conclusion**

- a. Guheen et al (US Patent No. 6,519,571), discloses a customer management system that matches a service or product offered by a vendor is indicia coded on the graphical representation, with the indicia coding corresponding to the vendor of the service.
- b. Blau (US Patent No. 5,634,120), discloses a method for obtaining consumer information which facilitates product concept, positioning and product marketing.
- c. Rothman et al U.S. Patent No. 6,505,168), discloses a method for taking customer purchase information from multiple sources, processing each datum into a standard form,



Art Unit: 3623

and combining the standardized customer purchase information into a customer preference description.

d. Jones et al (WO99/22328) discloses a method for targeting marketing which collects consumer purchase information.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Romain Jeanty whose telephone number is (571) 272-6732. The examiner can normally be reached on Mon-Thurs 7:30 am to 6:00 pm.

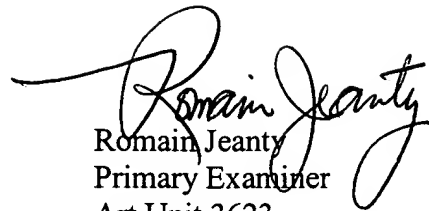
If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tariq R. Hafiz can be reached on (571) 272-6729. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

March 5, 2007

Romain Jeanty

Art Unit: 3623



Romain Jeanty  
Primary Examiner  
Art Unit 3623